



It's Possible!

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AssureImmune - a science-based cell preservation leader - provides its clients with private adult stem cell collection and preservation services worldwide. The company specializes in collecting, testing, and banking an individual's own healthy adult stem cells from the peripheral blood of adults and from the cord blood of healthy newborn infants. These stem cells will serve as the basis for emerging personalized immunological and regenerative therapies. We work to assure that you and your family's valuable cells will always be available for future use in sustaining life and battling disease.

For additional information, please contact Eterna M.D. at 407.771.0404 or visit www.eternamd.com.


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MEDICAL REJUVENATION CENTER
1307 S. International Parkway, Suite 2091
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ANTI-AGING CORNER

BROUGHT TO YOU BY:



**The First in Central
Florida to Offer Stem
Cell Preservation**

Banking Your Body's Built-in Repair Kit to Fight Future Illness



Carlos E. Mercado, M.D.

By: Karen LeBlanc

Imagine if you could cure yourself from Diabetes or cancer, restore memory ravaged by Alzheimer's, or heal from a heart attack? It is possible in our lifetimes with breakthroughs in stem cell research using our own bodies' built-in repair kits known as adult stem cells.

Eterna M.D., a leader in the field of anti-aging medicine, is the first medical establishment in Central Florida to offer stem cell preservation, the best insurance policy against future illness. The Comprehensive Age Management and Aesthetic Rejuvenation Center in Lake Mary is partnering with AssureImmune, a science-based cell preservation leader, to provide clients with private adult stem cell collection and preservation services worldwide.

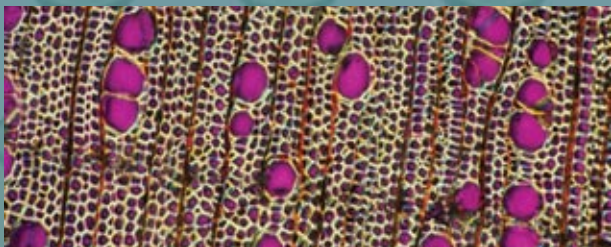
Today, there are more than 2,000 adult stem cell therapeutic and clinical trials in progress in the U.S., unleashing the power of adult stem cells to cure many deadly diseases such as Diabetes, heart disease, Alzheimer's, Parkinson's and cancer.

Once these therapies receive approval, there will be a tremendous demand for adult stem cells. At Eterna M.D., many clients such as Andrew and Linda, are opting to preserve their own stem cells to assure a perfectly matched supply to fight future illness and extend longevity.

In this edition of Anti-Aging Corner, Dr. Mercado, a Board Certified Specialist and owner of Eterna M.D., examines the regenerative power of adult stem cells and their role in modern medicine. Andrew and Linda also talk about their decision to bank their own adult stem cells.

Dr. Mercado, what are adult stem cells and how are they different from cord blood stem cells and embryonic stem cells?

First, let me be clear that we are talking about the preservation of adult stem cells that can be collected



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either from a baby's umbilical cord blood at birth or a person's blood. This has nothing to do with embryonic stem cells, the mass of cells that form a fetus. Adult stem cells are produced in bone marrow and circulate naturally throughout our blood stream, tissues and organs. Drawing a person's blood collects adult stem cells. The stem cells are then separated from the blood and preserved. A stem cell is the basic building block of the human body. It is a blank slate that can change into any type of tissue or cell needed by the body.

Andrew and Linda, why did you both decide to preserve your adult stem cells?

Andrew: We have been clients of Eterna M.D. for a long time because Dr. Mercado is on the leading edge of anti-aging science and medicine. When he first told us about adult stem cell preservation, it seemed perfectly logical. We spend the time and energy keeping ourselves youthful and healthy, so why wouldn't we take that extra step and preserve our stem cells for future regenerative and disease-fighting therapies.

Linda: Also, we've seen what happens if you are sick and need to go to the public donor side for stem cells. We have a friend battling cancer. He didn't have his own supply of stem cells so he had to go to the donor side to get stem cells. His body reacted and it's been really difficult. He has to take anti-rejection medication the rest of his life, which isn't covered by his insurance.

Dr. Mercado, why offer stem cell preservation?

At Eterna M.D., our patients don't have to travel abroad to take advantage of the latest research and treatments. In addition to our standard treatments such as hormone replacement, dermal fillers and laser procedures, we are the only facility approved in Central Florida to offer stem cell banking. Stem cell preservation is an important component in rejuvenation and prevention. Stem cell banking is the best insurance policy we can offer for your health.

Dr. Mercado, tell us about your partner AssureImmune?

AssureImmune specializes in collecting, testing, and banking an individual's own healthy adult stem cells from the peripheral blood of adults and from the cord blood of healthy newborn infants. AssureImmune's stem cell extraction process exceeds the FDA guidelines for cell processing and storage and meets the AABB

Upcoming Seminars at Eterna M.D.'s Lake Mary location

Stem Cell Rejuvenation

November 22, 10:30 a.m. - 12:00 p.m.

Eterna M.D.'s Lake Mary location

Participants will receive \$500 off the procedure.

DOT

November 8, 10:30 a.m. - 12:00 p.m.

Eterna M.D.'s Lake Mary location

Participants will receive \$250 off the treatment.

Register online at www.eternamd.com
or by phone at 407- 771-0404.

Eterna M.D.'s Board Certified Specialists Mara De La Vega, M.D. and Carlos Mercado, M.D. offer free consultations on all procedures and 100% financing is available to clients.

(formerly known as American Association of Blood Banking) accreditation standards. There, stem cells are separated and treated with cryopreservatives, then stored frozen in a specially designed liquid nitrogen storage tank at two different geographical locations where they will be safe for years. AssureImmune performs DNA genetic testing on every adult stem cell sample. Should you require your stored stem cells, they will perform this highly precise and accurate genetic test that insures that the sample sent is yours – no two people have the same DNA.

Andrew and Linda, why is now the time to preserve your own adult stem cells?

Andrew: I look at this as my own insurance policy to fight off future disease and increase my longevity. In my lifetime, clinical trials and research will find many uses for adult stem cells and I want to be able to take advantage of them. I want to take advantage of the rejuvenating powers of stem cells as well as the disease fighting potential, should I get a serious illness.

Lisa: I also think of this as leaving a legacy for our future generations because your stem cells become part of your estate. After you die, those stem cells can be passed on to future generations and perhaps one day save the life of a family member. Also, as we age, so do our stem cells. So why not collect them today?